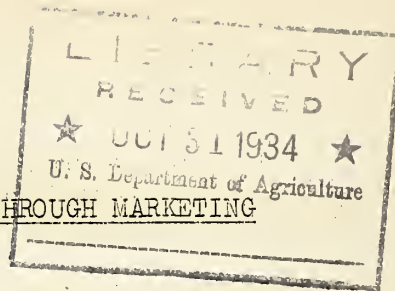


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OUR 4-H CLUB MEMBERS INCREASE THEIR PROFITS THROUGH MARKETING  
HIGH CLASS PRODUCTS

A radio talk by Robert Shearer, 4-H Club boy, Garrard County, Kentucky, delivered in the National 4-H club radio program, and broadcast by a network of 58 associate NBC radio stations, October 6, 1934.

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4-H club members in Kentucky find it profitable to market quality products. In all our 4-H club work we learn from our Extension workers and the College of Agriculture, that we should produce products of high quality and that we will receive better prices for them.

I have been in 4-H club work for seven years and have had an opportunity to observe the marketing of several kinds of products. Each year there are a number of county and district 4-H club tobacco shows and sales held in which rings are provided for county exhibits. A county exhibit consists of five crops of five grades each. These cooperative exhibits teach us the value of working together for our mutual good. The quality and condition of our 4-H club tobacco is above that of the average market run, according to the buyers, and they pay us a premium of from one cent to three cents per pound. In our tobacco project we are taught to select the type of land best suited for tobacco and to use the proper kind of fertilizer. We are also taught the best methods of cultivation, curing and grading our crop.

Kentucky 4-H club members who produce pigs and spring lambs use approved practices in selecting, breeding, feeding and marketing, that are recommended by the College of Agriculture, and we have made money by following these recommendations.

I have had more experience with the baby beef project than with any other. In the past seven years I have fed, shown and sold 26 calves which were raised on my father's farm near Lancaster, Kentucky. During the years that I have been in the baby beef project I have seen more than 4,000 baby beeves shown and sold at our state show and sale. All of these animals were selected and fed out by 4-H club members. The club members who select the best type of feeders and bring them to market in the best condition receive the highest price. Through a long period of training in judging and demonstrations and the splendid encouragement given us by our parents, local leaders and the cattle breeders of our county, we have been quite successful with our baby beef project. Our county has been doing calf project work since 1923 and the club has never lost money on its work. We have brought over \$112,000.00 into the county since the beginning of this project. Over \$9,000.00 of this was premium money and the rest from the sale of the calves. During these eleven years we have won the grand champion carload prize nine times, grand champion single steer five times, champion carload in the club show eleven times, and the best five animals in the show ten times. We owe this success to the fact that the club has always practiced cooperative production, feeding and marketing. The club has never fed anything but purebred and high grade calves of the same breed. Having calves of the same breed has added to the uniformity of our carloads and this of course is an important factor both in showing and selling.

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I have never produced a grand champion but some of my calves have been in the group of the best five each year. Paul Rich, is the only club member in our county that has produced more than one grand champion.

Before the baby beef project was started among 4-H club members in Kentucky it was the custom for the adult cattle feeders to market heavy cattle that were two to three years of age. Kentucky 4-H club members during the past twelve years have fed and marketed more than 6,000 baby beeves. These calves were sold when 12 to 20 months old and in most cases they brought higher prices and returned larger profits than did the heavier cattle. In the show ring the club member's calves have been awarded the purple ribbon on individual exhibits eleven of the twelve years of the state show and also the carlot championship ten out of the twelve annual shows. These demonstrations have had a real influence in changing the methods of our cattle feeders. Several new herd for the production of baby beeves have been started in our county as a result of these demonstrations.

We are now making a special effort to get all of our baby beef project members to raise their own calves and to produce as much feed as is practical on their own home farms. Our records show that raising our own calves and feed increases the profits on our projects and when a majority of our members and their parents have accepted this idea, we club members who are engaged in this work can justly feel proud of another splendid achievement for our county and state.

There are more than 25,000 4-H club members in Kentucky this year and we are all striving to produce high quality products, and to carry out our motto - "Make the Best Better."

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